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 **PRESIDENCY UNIVERSITY**

  **Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 06 - 01 - 2025 **Time:** 01:00 pm – 04:00 pm |

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| **School:** SOMS | **Program:** BA JOURNALISM AND MASS COMMUNICATION |
| **Course Code:** BAJ1011 | **Course Name:** Fundamentals of Journalism |
| **Semester**: I | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **22** | **26** | **26** | **20** | **6** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 2marks. 10 x 2 Marks =20 Marks** |
| **1** | Explain the concept of objectivity in journalism. | **2 Marks** | **L2** | **CO1** |
| **2** | Define the term "fourth estate." | **2 Marks** | **L1** | **CO2** |
| **3** | List out the name of five major Hindi daily newspapers in India. | **2 Marks** | **L1** | **CO5** |
| **4** | Label down the significance of understanding public mood in journalism? | **2 Marks** | **L1** | **CO2** |
| **5** | Define Byline in a newspaper and its importance. | **2 Marks** | **L1** | **CO5** |
| **6** | What are the objectives of Press Council of India? | **2 Marks** | **L1** | **CO3** |
| **7** | What are the primary functions of Journalists? | **2 Marks** | **L1** | **CO2** |
| **8** | What was the name of the first newspaper published by James Augustus Hickey in India? | **2 Marks** | **L1** | **CO3** |
| **9** | List two challenges faced by small newspapers in India. | **2 Marks** | **L1** | **CO5** |
| **10** | Outline two major responsibilities of the Registrar of Newspapers for India | **2 Marks** | **L2** | **CO3** |

 **Part B**

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| **Answer the Questions Total 80 Marks.** |
| **11.** | **a.** | Interpret the importance of objectivity in journalism and outline how journalists can uphold neutrality despite challenges such as bias, political influence, or commercial pressures. | **20 Marks** | **L2** | **CO1** |
| **Or** |
| **12.** | **a.** | Explain the concept of news values. How do they help in determining the importance of a news story? | **20 Marks** | **L2** | **CO1** |
|  |  |  |  |  |  |
| **13.** | **a.** | Explain the concept of the press as the "fourth estate" and its significance in holding governments accountable. Provide examples of successful instances of press-government interaction**.** | **20 Marks** | **L2** | **CO2** |
| **Or** |
| **14.** | **a.** | Discuss the key duties and responsibilities of journalists in providing accurate and fair reporting. Use examples to show situations where these responsibilities were either followed well or not met. | **20 Marks** | **L6** | **CO2** |

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| **15.** | **a.** | Compare and contrast the journalistic practices of bloggers, vloggers, and traditional journalists, highlighting their differences in approach and impact. | **20 Marks** | **L2** | **CO4** |
| **Or** |
| **16.** | **a.** | Examine the rise of citizen journalism in India and its impact on traditional media, citing examples of citizen-driven stories that influenced mainstream news | **20 Marks** | **L4** | **CO4** |

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| **17.** | **a.** | Analyze the evolution of Indian news agencies post-independence. Have their operations undergone significant changes since then? Support your answer with examples.  | **20 Marks** | **L4** | **CO3** |
| **Or** |
| **18.** | **a.** | ‘The only weapon in the armoury of the Press Council of India is moral authority.’ Interpret the statement in accordance with PCI Act. | **20 Marks** | **L2** | **CO3** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***